

Abstract of the Disclosure

A toothpaste formulation contains ultraviolet brighteners as a whitening ingredient. Such optical brighteners have a whitening or bleaching effect when in contact with ultraviolet radiation. The activation of the brighteners preferably occurs through the use of a toothbrush having a UV source which transmits light through the bristle field of the toothbrush. The toothbrush could be a manual toothbrush or a powered toothbrush.

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